

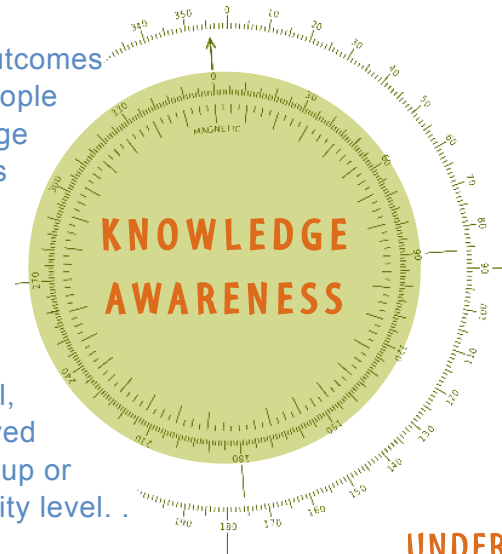
OUTCOMES

KNOWLEDGE ATTITUDES ACTION
DISCOURSE CAPACITY POLICIES

ARTS FOR CHANGE

<http://impact.animatingdemocracy.org>

This family of outcomes relates to changes in how people think about civic and social concerns. Change in awareness, knowledge, and understanding is important in creating conditions for other change and helping people assess choices, make informed decisions, and take actions with the best interests of the common good. Although changes in awareness, knowledge, and understanding originate at the individual level, they can also be achieved at a broader group or community level.



AWARENESS

Cognizance or consciousness of a civic or social concern or opportunity.

INDICATORS MEASURE attention paid to a civic issue or common concern; numbers and types of participants reached; numbers of stories, articles, blogs; letters or comments responding to stories and blogs; sign on campaigns and rate of response; advocacy campaigns; donations.

KNOWLEDGE

Being informed, educated or prepared with information or knowledge about a civic issue, concern, topic, or opportunity.

INDICATORS MEASURE breadth, depth, currency, accuracy of knowledge possessed; citations and applications of new information; references made to data and information.

UNDERSTANDING

Comprehension of aspects of a civic issue, concern, or opportunity such as the: human implications, complexities, nuances, causes and effects, perspectives held by various stakeholders.

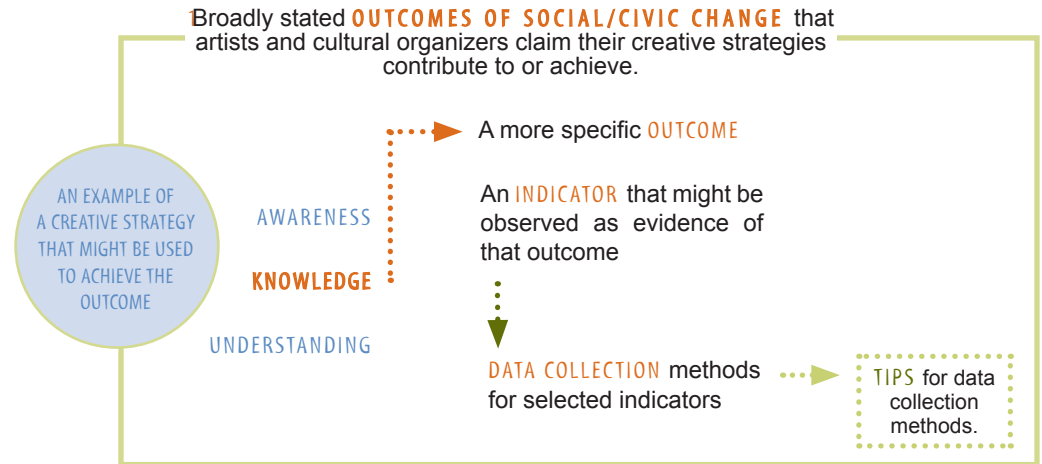
INDICATORS MEASURE change in understanding (new, deepened or broader); change in how the issue is defined; degree of shared understanding; ability to view issues from alternative, multiple, or wider perspective; empathetic response.

EXAMPLES

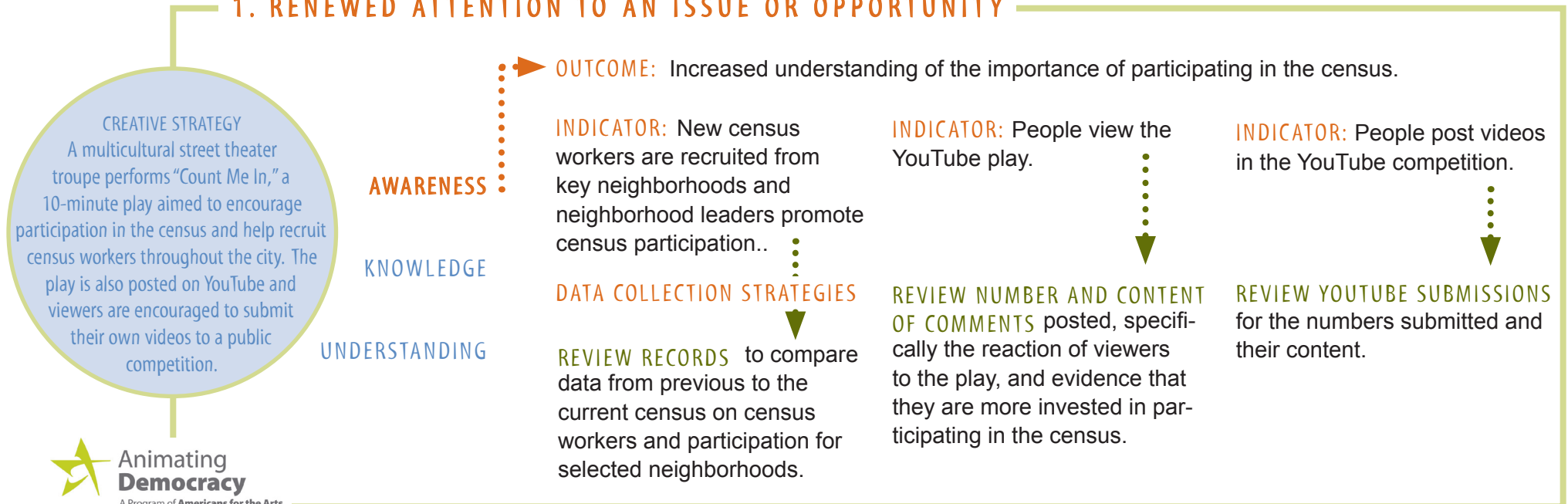
OF OUTCOMES, INDICATORS, AND DATA COLLECTION METHODS LINKED WITH CREATIVE STRATEGIES FOR CHANGE

**KNOWLEDGE
AWARENESS**

HOW TO READ THE EXAMPLES



1. RENEWED ATTENTION TO AN ISSUE OR OPPORTUNITY



2. HEIGHTENED AWARENESS OF AN ISSUE OR OPPORTUNITY

CREATIVE STRATEGY
An artist creates an entertaining animated video that informs young people about their role in reducing waste. It is shown in after-school programs held across the city.

AWARENESS
KNOWLEDGE
UNDERSTANDING

OUTCOME: School age children are learning and talking about recycling and ways to reduce waste.

INDICATOR: Community organization requests for the video expand its reach and opportunity to inform.

INDICATOR: Young people who participate in the after school programs request information about ways their families can be better recyclers.

DATA COLLECTION STRATEGIES

REVIEW DOCUMENTATION of the number of requests for the video and by whom.

INTERVIEW OR SURVEY leaders of after-school programs to learn about changes in young people's interest level, discussion, or practice toward reducing waste.

FOCUS GROUPS with the young people involved at each program (before and after the show or at some later point) to measure their awareness of reducing waste.

3. BETTER INFORMED LEADERS OR PUBLICS

CREATIVE STRATEGY
In a neighborhood ignored by the Historical Society, artists, historians, and actors collaborate to bring old buildings and their stories to life and light through weekend Living History walks.

AWARENESS
KNOWLEDGE
UNDERSTANDING

OUTCOME: Architectural assets are better known.

INDICATOR: Historic preservation leaders gain new knowledge about the significance of landmarks important to past and current immigrant communities.

INDICATOR: More information about featured architectural landmarks is included in the City's planning, tourism, and other department materials.

DATA COLLECTION STRATEGIES

FOCUS GROUP with Historic Preservation Committee.

REVIEW DOCUMENTS such as promotions, publications, planning documents.

TIP: A review of extant documents e.g. newsletters, meeting minutes of the Historic Preservation Committee may reveal relevant data.

4. DEEPENED UNDERSTANDING OF THE COMPLEX DYNAMICS OR DIMENSIONS OF AN ISSUE

CREATIVE STRATEGY
 Thousand Kites uses performance, web, video, and radio to open a public space for incarcerated people, corrections officials, the formerly incarcerated, grassroots activists, and ordinary citizens to engage in dialogue and organize around issues related to the U.S. criminal justice system.

AWARENESS

KNOWLEDGE

UNDERSTANDING

CREATIVE STRATEGY
 A theater company creates a play to bring school, parent, and community audiences inside one troubled teenager's experience with drug addiction. The company partners with a Drug Abuse Prevention program to mount public dialogues that use the play and study guides to help audiences gain deeper understanding about causes and effects of drug abuse.

▶ **OUTCOME:** Opposing groups better understand stakeholders' views regarding over-incarceration.

INDICATOR: Activist groups reconsider their platforms with the benefit of understanding of stakeholders' views.

INDICATOR: Citizens acknowledge a wider range of stakeholders and perspectives on the issue.

INDICATOR: Shift in the quality of public discourse (e.g. letters to the editor, radio talk shows, online dialogue) from simplified to more complex understanding of the issue.

DATA COLLECTION STRATEGIES

REVIEW AND CONTENT ANALYSIS of letters, transcripts of talk shows, and online dialogue, for change in understanding of incarceration. Measures might include: mention of key terms or concepts debated; and content or examples that are traceable to the Thousand Kites public space.

TIP: When conducting content analysis, key stakeholders should agree ahead of time on what is being looked for in the material.

▶ **OUTCOME:** Public gains understanding of prevention and treatment strategies for youth drug abuse.

INDICATOR: Parents seek information from school and community resources about how to talk to their children about drugs.

INDICATOR: People demonstrate deeper understanding of the causes and effects of youth drug abuse informed by data and national studies.

INDICATOR: Teachers increase referrals to guidance counselors of students whom they suspect are dealing with difficult home situations.

DATA COLLECTION STRATEGIES

PRE- AND POST- DIALOGUE SURVEY of participants to determine change in understanding of causes and effects of drug abuse

INTERVIEWS with guidance counselors that indicate: a) an increase in referrals; b) a correlation between that increase and the play/dialogues; and c) a sense from the teachers that the play/dialogues motivated their referrals.

5. ABILITY TO SEE RELATIONSHIPS BETWEEN THE LOCAL, NATIONAL, OR GLOBAL IN AN ISSUE

CREATIVE STRATEGY

The musicians union mounts a concert to amplify local advocacy efforts related to improving fair trade practices by local businesses. Advocacy materials provided at the concert, music stores, food coops, and coffee shops provide information on the local/global connection and promote fair trade businesses in the community.

AWARENESS

KNOWLEDGE

UNDERSTANDING

▶ **OUTCOME:** People better understand fair trade issues and local actions that can be taken.

INDICATOR: Percentage increase in brochures taken at the concert and drop off points.

INDICATOR: Number of new members to advocacy groups and campaigns.

INDICATOR: Patronage of businesses practicing fair trade ethics increases

DATA COLLECTION STRATEGIES

MEASURE MEMBERSHIPS of advocacy groups both before and at key points after the concert to track and correlate increases.

REVIEW RECORDS: Ask fair trade businesses listed in advocacy materials for changes in sales figures or percentages for a designated time period preceding and following concert.

REVIEW RECORDS and tally numbers of brochures distributed and taken.

••••• **TIP:** In the membership recruitment process, adding a simple question about why a person joined or how they heard about the advocacy organization, could track these membership increases to the concert. •••••